Exhibit 16
(Under Seal)

Message

From: Kevin Mannion [kevin.mannion@advertiserperceptions.com]
Sent: 1/18/2019 3:18:07 PM
To: Alex Shellhammer [ashellhammer@google.com]
CC: Doug Houghton [doug.houghton@advertiserperceptions.com]; Michele LaPrade
               [Michele.LaPrade@advertiserperceptions.com]
Subject: Re: Quick question on your header bidding nuance

Thanks, Alex. We can address both points.

Kevin

Kevin Mannion
Chief Strategy Officer
Advertiser Perceptions
1120 Ave of the Americas
New York, NY 10036
Mobile   516-242-3224
Twitter @kpmannion

On Thu, Jan 17, 2019 at 4:51 PM Alex Shellhammer <ashellhammer@google.com> wrote:
  Hi Kevin,

  I think this is close. For our own selfish reasons, I'd like to see Header Bidding also include Exchange Bidding.
  "Header Bidding / Exchange Bidding".

  The other thing that would be interesting to see is what inventory types publishers are using Header Bidding to
  sell.
  Desktop, Mobile Web, Mobile App, In-stream video.

  Best,
  Alex

  Google Ad Manager

  Alex Shellhammer
  Head of Publisher Marketing
  ashellhammer@google.com
  (212) 565-5565

On Thu, Jan 17, 2019 at 4:01 PM Kevin Mannion <kevin.mannion@advertiserperceptions.com> wrote:
  Hi Alex,
  Thanks again for your good feedback. Here is how we are thinking of getting at the nuances of header
  bidding. Let us know if this approach is in line with your thinking.
  Thank you,

  Primary approach to selling inventory through SSPs
  1. Waterfall approach
  2. **Header bidding**
  3. Combination of both

4. Not sure

IF RESPONDENT CHECKS OFF HEADER BIDDING, WE WILL ASK THEM TO TELL US WHICH
TYPES THEY USE

Q60b. Type of header bidding used
1. Client/browser-side header bidding
2. Server-side header bidding
3. Both

Kevin

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